



## Agreement Reached On New York Hotel Purchase

WESTERN International's entry into the New York City hotel market has received some recent encouragement as the result of current negotiations involving the Barclay Hotel.

A press release from WIH offices in early August stated that WIH Chairman **L. P. Himmelman** and the Trustees of Penn Central Transportation Company (the Hotel's owners) had agreed upon "the execution of a contract for the sale of the Barclay Hotel in New York City to Western International Hotels".

The release further stated that the sale contract was, however, subject to approval of the Federal District Court overseeing the railroad's reorganization.

The 14-story, 802-room Barclay Hotel is situated on the west side of Lexington Avenue, between 48th and 49th Streets in mid-Manhattan and just off Park Avenue.

According to the release, the Barclay is one of five New York hotels owned by Penn Central and one of 22 mid-Manhattan properties which have been offered for sale by the company's trustees.

The sale contract on the Barclay is the seventh property on which agreements have been completed. Contracts for the sale of six previously announced properties were the subject of a court hearing in late April of this year with the District Court's decision still pending.

### OPENING!

The Camino Real, San Salvador in El Salvador celebrates its Grand Opening this month with official opening ceremonies scheduled for Thursday, September 28.

Details describing this newest WIH property on page three.

## INTERNATIONAL AWARD RECOGNITION Mexico City Camino Real – General Manager Honored



**JOHN BERTHELOT** (center) General Manager proudly displays the "Elite Europeenne" diploma presented to the Mexico City Camino Real. Making the presentation, left, is **Serge Vaissiere**, Vice President of the "L'Elite Europeenne" Committee. **Miguel Aleman**, President of the Mexico National Council of Tourism is at right.

Award recognition of international distinction was recently accorded both the Camino Real Hotel in Mexico City and its General Manager, **John Berthelot**.

Both awards were presented by a committee representing the prestigious "Elite Europeenne" Association of France.

To the Camino Real went a Citation of Honor diploma (Prix "Mercuri") in recognition of the outstanding quality of its operation and as a total reflection of the economic, cultural and progressive spirit of Mexico.

And to Berthelot, the "Arts and Tourism" Gold Medal for his efforts in the promotion of tourism in Mexico and his contributions towards implementing standards of quality for the tour industry.

Since it was organized in 1901, the Elite Europeenne Association has presented some half dozen recognition a-

wards annually to internationally selected enterprises or individuals making the most significant contributions toward the cultural and economic development of their countries and to the benefit of its peoples.

Recent recipients of Association awards have been Mercedes Benz of Germany, Switzerland's Piaget watch manufacturer and Holland's KLM airlines. Hotel recognition has gone to such world famed hostelrys as the Ritz in Paris and the Du Rhone in Geneva among others.

The Camino Real enjoys the unique distinction of being the only hotel on the entire American continent to be so honored by the group!

The Awards presentation was made on June 8 at the Hotel's Salon del Sol Banquet room and was attended by several hundred invited guests representing the travel industry as well as the business and social community.

# front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121

Gabe Fonseca.....Editor

LITHO IN U.S.A.

## COMINGS AND GOINGS

### In-Hotel

These Space Needle Restaurant promotions: **Steve Bullock** from storeroom manager to Restaurant Manager; **Bill Baltzell** from assistant steward to Chief Steward; **Greg Harris** from relief assistant manager to Assistant Restaurant Manager; and **Paul Meszaros** from captain to Snack Bar Manager . . . at the Winnipeg Inn; **Naveen Ahuja** from front office manager to Senior Assistant Manager; **Yves Pelletier** from catering manager to F&B Manager; **Les Szabo** from banquet manager to Catering Manager; and **Roger Doche** from Stage Door manager to Banquet Manager . . . at the Hotel St. Francis, **Mike McMahon** moves from cashier/trainee to Front Office Assistant Manager . . . **Gilles LeBlanc**, formerly assistant controller, moves up to Controller for the Bonaventure . . .

### Transfers

**Robert Chamberlin** from director of sales at the Shangri-La to Regional Director of Sales for the London Regional Office . . . **Shelly Williams** from secretary in the WIH legal department to the Washington Plaza as Catering Sales Representative . . . **James Wilson** from controller at the Bonaventure to Controller at the Hotel St. Francis . . . new Director of Restaurants for the Century Plaza is **Robert Harvey** formerly restaurant manager at the Space Needle . . . **Charles O'Leary**, formerly director of F&B at the Calgary Inn is named Director of Catering for the Olympic . . . named as Assistant Manager of the Hotel St. Francis is **Lon Kellstrom** who had been sales manager at the Hotel Benson . . . former controller for the Hotel St. Francis, **Walt Ketterling**, is on temporary assignment with the WIH Corporate Accounting Offices . . . **Nancy Wendler** transfers from director of personnel for the Houston Oaks to Director of Personnel for the Washington Plaza . . . to the WIH Accounting Center as Trainee

(Continued on Page 3)



## Executive Offices Report:

**A**n editorial in a recent issue of the Friendly Times, the United Air Lines employee publication, urged its readers to promote their "partners in travel" Western International Hotels.

Focusing on their current "Your Land is Our Land" travel promotion theme, the point was made that many of the people responding to the promotion would also be in need of hotel accommodations. Where United's "land" also included a WIH property location, the editorial suggested that employees should recommend our hotels.

Two very valid reasons were given in support of such recommendations:

First, because of our well established "reputation for service and hospitality", the United employee can make a WIH recommendation with utmost confidence and assurance of customer approval.

And secondly, of course, is the marketing benefits that can be realized for both United and Western International in our partnership efforts.

We are, after all, "partners in marketing" as well as "partners in travel".

**F**or these very same reasons, it is to our advantage to in turn promote the "Friendly Skies" services of United Air Lines whenever the occasion arises. We, too, can be assured that our United Air Lines recommendation is backed by an established reputation for quality and service. And we, too, can benefit from the strength of our marketing partnership.

**LYNN P. HIMMELMAN**  
Chairman and Chief  
Executive Officer

**GORDON BASS**  
President

## Correspondents

This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Anchorage-Westward, Don Perry; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Pam Kirstein; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams; Cosmopolitan, Dee Evans; Houston Oaks, Nancy Wendler; The Mayflower, Grace Morisi; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, MaryLina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Brenda Coburn; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

## Camino Real, San Salvador Opens This Month

ALTHOUGH it will have been accommodating guests for some two weeks prior, the official opening ceremonies for the Camino Real, San Salvador are scheduled for Thursday, September 28.

This fully air-conditioned, 204-room property marks Western International's first hotel venture into the Central American Republic of El Salvador and its capitol city, San Salvador.

The Hotel's five-acre site, a part of a 44-acre business and shopping complex now under development, is ideally located within five minutes of the city's downtown area.

Guest facilities of the Camino Real include a swimming pool and cabana club; a specialty restaurant, the Escorial;

the Fiesta Lounge featuring live entertainment; and the Caminito Coffee Shop.

AS well as providing first class accommodations for business and vacation travelers (the city's excellent climate, hovering around the 70-80 degree range most of the year, is a major tourist attraction), the Camino Real offers attractive, fully-equipped facilities to accommodate group meetings and local social activities. Meeting rooms, including the Hotel's Ballroom, can accommodate up to 700 persons.

General Manager of the Camino Real, San Salvador is **Don Drysdale**. Before his appointment to the Hotel in 1970, Drysdale was with the Washington Plaza in Seattle where he held a number of executive positions.

## Lighted Displays To Attract Guest Business

YOU can't miss 'em!

More importantly, neither can the hotel guest or the prospective WIH customer.

But that's the whole idea behind the eye-catching lighted displays now attracting viewers in WIH hotels throughout the U. S. and Canada as well as in Regional Offices and travel and airlines offices in the major cities of both countries.

The handsome display units, as produced by WIH Marketing Division offices, are designed to promote guest business for our various hotels. Units are equipped with double styrene panels each featuring a specific property destination. Each panel design stresses the same four selling points: (1) destination, with stylized illustrations of the local area, (2) hotel name, (3) WIH logo and (4) reference to United Air Lines.

THE self-supporting rectangular shaped units are 54 inches high and may be easily moved about for display in the more heavily trafficked areas. Units distributed to the Regional Offices will be used not only in these offices but will be put on traveling display in airline and travel agency offices.

Initially, the displays are featuring the Mayflower and Hotel St. Francis destinations. As the lighted display program gets underway, the slip-in panels will be changed from time to time to provide exposure for all participating properties.



LIGHTED DISPLAY unit, displayed at the Olympic's arcade entrance, attracts lobby and stairway viewers. Reverse side of unit features Hotel St. Francis destination.

## COMINGS & GOINGS

(Continued from Page 2)

Auditor goes former Olympic garage cashier, **Ross Grimm** . . .

New

Joining the staff of the Antlers Plaza is **Dennis Baxter** as Piccadilly Bar Manager and **Pamela Castle** as Assistant Housekeeper . . .

International

**Abelardo Vara** is promoted from executive assistant manager of the

## Sales, Reservation Office Opening In London

THE WIH Marketing Division is expanding its international operations with the formation this month of a Regional Sales and Reservations office in London, England.

Named to head the operation as Regional Director of Sales is **Bob Chamberlin**, the former Director of Sales for the Shangri-La Hotel in Singapore.



Among Chamberlin's initial responsibilities upon his arrival in London earlier this month is to establish an office location. Under consideration, according to **Bruce McKibbin**, Vice-President Marketing, is the possibility of joining forces with United Air Lines representatives now located in that city in searching out new office space to be jointly shared.

The new Regional Offices are being established, McKibbin stated, to better service the European market in the Company's interests. The office will not only service the United Kingdom but will seek out potential business in all countries throughout the continent of Europe as well.

IN selecting Chamberlin to head Western International's first European Regional Office operation, he was cited for his performance record qualifying him to handle this responsibility.

"Bob's performance in Singapore was a truly outstanding one", McKibbin commented. "In the face of fierce competition, he's done a tremendous job! His sales efforts have made a vital contribution towards establishing the Shangri-La as the most successful new hotel operation in terms of room occupancy in that country during its short 18 month history. Although he will be sorely missed in Singapore, he will continue to send leads to the Shangri-La as well as all WIH properties internationally".

Chamberlin has been associated with WIH sales activities since 1963 when he joined the company as Sales Representative of the Multnomah Hotel in Portland.

Acapulco Malibu to Executive Assistant Manager of the Camino Real, Puerto Vallarta.



**CHICAGO REGIONAL SALES** — "It's a Picnic to Do Business . . ." To introduce new Director of Sales Willis Camp to local accounts, the Chicago Regional Sales Office sponsored a reception built around a "Good Old Summertime" theme. Hosts and guests alike donned straw skimmers and sleeve garters and munched on picnic fare. Pictured above in a barbershop quartet pose ("Okay gang, one more chorus of 'It's a Picnic to Do Business with WIH'") are from left Phil Hughes, Continental Plaza Resident Manager; Bill Newman, WIH General Sales Manager; Willis Camp; and Continental Plaza General Manager Bill Bryant.



**CENTURY PLAZA** — L. A. Welcome. Jack Vaughn, General Manager of the Century Plaza (right) was welcomed to Los Angeles by Mayor Sam Yorty shortly after he assumed his new position at the hotel. (Vaughn was previously the General Manager of the Continental Plaza in Chicago). The Mayor presented Vaughn with a set of official cuff links depicting the Seal of the City of Los Angeles.



**HOUSTON OAKS** — Honored Group. The Hotel's first Annual Awards Banquet, held earlier this year, was highlighted with recognition ceremonies honoring this very special group of employees. Each member had been previously selected as an "Employee of the Month", and during the Banquet were presented with engraved plaques. From left: Louis Buchta, Engineering; Larry May General Manager (who made the presentations); Henry Ward, Doorman; Bob Austin, Executive Steward; Lena Hoffmeyer, employee cafeteria Manager; Joe Mogush, WIH Senior Vice President; Doris Smith, Coffee Garden Waitress; Luther Luper, Engineering; and Donald Lewis, Head Houseman.



**BONAVENTURE** — Thurston-Dupar Winner. The Hotel's annual Employee's Awards Banquet in June was an especially memorable one for Valet Supervisor Paul Mezgailis. The ceremonies included his presentation certificate declaring him as the Hotel's Thurston-Dupar Award Winner for 1971. With Mezgailis (left) is Hotel General Manager Fern Roberge and WIH Senior Vice President Joe Callihan.



**ST. FRANCIS** — Delayed Recognition. Because he was unable to attend the Food and Beverage Conference in Seattle earlier this year, Executive Chef Klaus Scheftner missed out on his "Academy of Master Chefs" presentation. In later ceremonies back at the Hotel however, Scheftner received due honors. He was presented with his medallion and Academy membership certificate by the Hotel's Vice President and General Manager Bill Quinn (right) assisted by Bill Hulett, Hotel Manager (left).

## INN BASKET

**HONORED** — For WIH Chairman, Lynn P. Himmelman it will not be “just another” class reunion when the Alumni group of Seattle’s Broadway High School meets for its annual get-together in October. He has been slated for a highly honored role in the program as recipient of the group’s “Distinguished Alumni Award” for 1972. Each year for the past 23 years, the group honors one of its alumni members—Himmelman is an alumnus of the class of ‘29—who has achieved local, national or international distinction in his profession.

Making the presentation to Himmelman will be another Broadway High Alumnus (class of ‘24), the former WIH hotelier, **Dan London**. London, now retired as the Managing Director of the Hotel St. Francis, is currently active in his capacity as advisor to **Edward E. Carlson**, President of United Air Lines and UAL, Inc. London was himself the recipient of the Broadway Distinguished Alumnus Award in 1954.

Interestingly, even though the school no longer exists (it was phased out in 1946) it boasts an extremely active membership with some 5-600 alumni in attendance at its annual gatherings.

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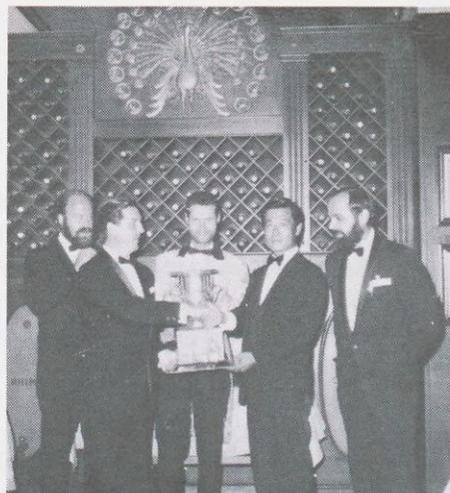
**APPOINTMENT** — A speed reading course may be just the ticket for WS&S Vice President, **Russ Nickel** as the result of a recent appointment. Russ has been named to the Editorial Advisory Board of *Institutions/Volume Feeding Magazine* and *Cahners Books*. Nomination to the nine-member board is the result of outstanding contributions to the foodservice/lodging field. Members are drawn from all segments of the industry to assist in the evaluation of proposed books and the aggressive search for new titles, authors and manuscripts. No stranger to the publications field, Nickel has published numerous industry-related magazine articles.

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**ANNIVERSARY** — Speaking of magazine articles, the August issue of *SHIELD*, the United Air Lines employee publication features a story interview with WIH Chairman Lynn P. Himmelman. If you have access to a copy, we think you’ll enjoy reading it. Coincidentally, August also marked the second anniversary of our “Partners in Travel” association with United.



**BAYSHORE INN** — Party Planners. Apparently satisfied with their arrangements for an employee boat cruise in September, the Hotel’s Inn-Counter activity committee takes a moment to pose for a “we’re all in agreement” group photo. The event, scheduled on a Sunday, will also include a salmon barbeque, dancing and a normal amount of etc. The Committee, starting from back row left: Gary Delf (Vice President), Jack Tillar, Mike Munsie, Del Delbeck, April Lee, Margaret Hoffman (Treasurer), Lynn Decaire (Secretary), Witt Mueller, and Barbara Danuke (President).

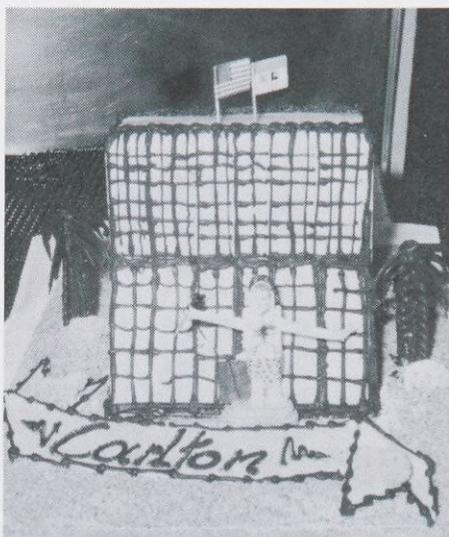


**ANTLERS PLAZA** — Wine Sellers. Everybody did their part... with the result that the Hotel’s London Grill Restaurant was awarded its first WIH Wine Selling “Traveling” Trophy. The award has been presented every six months since 1966 to the restaurant of any WIH Hotel showing the greatest increase in wine sales for a given six-month period. The proud possessors of the current Trophy Award are the Restaurant’s champ wine sellers from left: Peter Scheck, Captain; Walter Ortwein, London Grill Manager; and Captains Heinz Boy, Hyung Kyu Son and Herman Scukanec.

## NEWS PICTORIAL



**COSMOPOLITAN** — Employee of the Year. The occasion was a luncheon honoring the Employee of the Month winners over the past twelve months... and to announce the winning candidate from the group as the Employee of the Year winner. Named was **Lou Babulak** (right), a Cosmopolitan Bellman for the past 14 years. Babulak was presented with a \$100 gift certificate and a weekend-for-two at the Antlers Plaza by Hotel General Manager **Bob Wilhelm** (left).



**SPACE NEEDLE** — Surprise Dessert. During a July vacation in Seattle, **Joe Guilbault**, General Manager of the Carlton Hotel in Johannesburg, and his wife were the guests of Executive Vice President **Harry Mullikin** and Mrs. Mullikin for dinner at the Space Needle. Highlight of the meal was the surprise dessert course—an item not listed on the menu. It was a cake replica of the Carlton Hotel completely landscaped with chocolate palm trees and animal cookies and topped off with the flags of South Africa and the United States. Standing at the “Carlton” entry was the miniature figure of Guilbault himself—unmistakably identified with a cutout photo of his head—clad in “Tarzan” loin cloth and carrying a spear. The guest-delighting dessert was the gag inspiration of Space Needle Manager **Kerry Hilaire** and his crew.

*Furniture, Fixtures and Equipment Coordinator  
finds 'exciting challenge' in...*

# PUTTING IT ALL TOGETHER

**LORENE WALTER**, Furniture, Fixtures and Equipment (FF&E) Coordinator for the Crown Center Hotel, has become quite an expert in "putting it all together."

Actually, her appointment as of July 1st to the Crown Center project, was only the second such assignment she's undertaken in her budding FF&E career. Her first was with the Hotel St. Francis installing the recently completed hotel Tower. She came through that one with flying colors and surprisingly few bruises!

Now, for a couple of days in mid-July, Lorene was enjoying an orientation visit "breather" at Western Service and Supply offices in Seattle (and where Front! caught up with her for this interview) before her return to Kansas City.

Looking back on the St. Francis assignment, Lorene rates that experience as the "greatest and most exciting challenge" of her life . . . and the most "totally involving!"

For the final six months prior to the Tower's completion, Lorene explained, almost all of her waking hours had been devoted to the myriad of details involved in coordinating the installations of most of the Tower's 585 guest rooms and public facilities. And that added up to a lot of working, waking hours as Lorene's matter-of-fact comment indicates, "We worked on the average of 12 to 16 hours a day . . . six and sometimes seven days a week."

"The great thing about it all," she continued "was that everybody in the FF&E crew seemed to thrive on the work and the long hours. I guess, for one thing,

we all worked so well as a team . . . it was kind of a total involvement spirit with everyone pitching in and helping each other. It got so that we began to develop a reputation around the hotel for really getting things done!"

"Getting things done" translated into performing the tremendous task of literally transforming the Tower's shell structure into a fully furnished, equipped and functioning hotel as schedules dictated.

#### ABILITY TO COMMUNICATE

It was an assignment that required the strong direction of someone not only with an exceptional talent for organization and coordination, but, as Lorene hastened to point out, the ability to communicate. Communication, Lorene affirms, was one of the most important requisites of the job.

One of her main responsibilities as FF&E Coordinator was to receive the input from a number of sources and transmit the information or instruction to others. Her position brought her in daily contact with all sorts of people that included the hotel's management, suppliers, warehouse people, architects and designers, the top executives of the organization, carpenters and carpet layers, and of course, the people of her own staff and of other hotel departments.

"I had to be able to really communicate with each one of those people," she explained. "It was so important that I and everyone else have a clear cut understanding of what was needed, what was to be done . . . when, where and how."

Working almost totally with men, Lorene found her sex no barrier in the performance of her responsibilities or in communication. "In fact," she grinned, "I think they kind of enjoyed seeing a woman around for a change!"

While Lorene's position might be considered somewhat of a breakthrough for a woman in the hotel industry, she does not look upon it as a woman's lib triumph. Her attitude is that the position is a very exciting one that would appeal to anyone interested and qualified regardless of sex.

She admits it was hardly the occupational goal she had envisioned for herself when she first faced the business world some 6 years ago. Her college Home Economics courses had prepared her for a career in apparel manufacture and fashion design. However, with no openings in this area available upon her graduation, she went to work for a public relations firm in San Francisco . . . writing recipes for news media utilizing a client's product.

Finding little challenge in this, Lorene quit her job after a year and went to Hawaii. There she met Melissa Fontes, then Executive Housekeeper of the Ilikai, who hired her into the housekeeping department as assistant housekeeper.

This experience was just enough for Lorene to decide that the hotel life was for her, and when she returned to San Francisco in 1969 she joined the Hotel St. Francis staff.

This was not a return to Housekeeping however. Instead, for the next year or so, she broadened her hotel operations experience working at various positions in a number of departments. This exposure included the Front Office, the Accounts Payable and Credit Departments, and, for a six-month period, as the Hotel's Acting Personnel Manager.

## JOINS PROJECT STAFF

As the Hotel's Tower project began to get underway, Lorene acquired the position of Secretarial Assistant to Frank Finneran, then project coordinator. During the next two years, as she worked closely with Finneran and others on the project, she became intimately familiar with the Tower's design and construction features . . . a familiarity that would be of considerable help to her when she gained her FF&E Coordinator appointment.

That appointment came in January of this year following the transfer of former FF&E Coordinator, Pat O'Brien to the position of the Hotel's Front Office Manager.

At the time a few of the guest rooms and some public areas had already been completed but the bulk of the installation had yet to be done. This included the remainder of the Tower guest rooms, the roof top restaurant and lounge (Victor's and the Penthouse), the Lobby Court Bar and the Dutch Kitchen Coffee Shop with its pantry and kitchen facilities, and the air conditioning of the 600 existing guest-rooms.

The "permanent" FF&E staff consisted of about six people including Lorene. Two of the members were Bill McCreary and Mike Sweeney, management trainee people who are now continuing their training program in the front office.

As Lorene recalls, "We had to get our extra help wherever we could . . . quite often we 'borrowed' Housemen from Housekeeping as they could be spared. At other times we had to hire from outside labor forces. When we got pushed for help, other members of our crew and I had to leave their assignments and pitch in as needed. This could be anything from helping unpack and assemble a delivery of restaurant tables to installing a 900 lb. white wine refrigerator in Victor's or gravelling the 4th floor roof garden."

"Then I might be called away from that job because a truck shipment had just arrived at our loading docks. I was responsible for supervising the unloading of the shipment and seeing to it that each item was properly delivered to the right rooms or hotel area. I had been supplied with floor plans from Western Service and Supply so I knew exactly where each item

was to be placed. Of course I also had to check for shipment damage and that each item was as ordered."

"It was an exhausting but very stimulating schedule . . . something new was always happening every day. But as things began to take shape, it gave all of us a great feeling of accomplishment and satisfaction."

## CROWN CENTER PROJECT

As to her present "putting it all together" assignment with the Crown Center property, Lorene anticipates it will offer some even greater challenges. Among them is the realization that in addition to WIH and Western Service, the Crown Center Redevelopment Corporation (Hallmark) and the Crown Center Procurement Offices will both be involved in areas of installation responsibility. Even though her direction will come from Crown Center General Manager, Jim Durham, Lorene feels that her ability to communicate might be put to even greater test.

"Our objective," she says, "is to take in all input, translate it into action, and end up with a successful hotel that meets our WIH standards." Then a broad smile crossed her face as she concluded, "I can hardly wait to get into it!"



## PUTTING IT ALL TOGETHER . . . AT THE CROWN CENTER

FF&E Coordinator Lorene Walter familiarizes herself on the Hotel's carpeting selection in a discussion with Jim Stanfield, Procurement Officer for the Crown Center Redevelopment Corporation.

## FRONT! INTERNATIONAL



**SAN SALVADOR** — A contingent of travel agents from Southern California, led by Sherm Elliott, Director of Sales for the Los Angeles Regional Office (fourth from left in photo) recently made an orientation visit to El Salvador. High point of the trip was their tour of Western International's Camino Real San Salvador due to this month (see story on Page 3). The group was escorted through the Hotel by General Manager Don Drysdale (extreme right) and Hotel Director of Sales Luis Drake (photo center).



**SINGAPORE** — Named as a recent Employee of the Month is Shangri-La Tiara Restaurant Hostess Esther Lee (center). Esther was cited for her excellent service, the warmth of manner with which she greets guests, and her enthusiastic approach to her job which have contributed towards making the Tiara Lounge one of the most popular in Singapore. As her prize, Esther was awarded a dinner for two at her choice of any one of the Shangri-La's fine restaurants. Presenting Esther with her certificate is Hotel General Manager Lou Martinelli (right). At left is Richard K. F. Goh, Director of Personnel.



### Carlton Hotel Readies For October Opening

**JOHANNESBURG** — With the opening scheduled for next month, the Carlton Hotel's staff steps up its atmosphere of busy activity as the final decisions and preparations are attended to.

Left: General Manager Joe Guilbault (left) and Director of Food and Beverages Dino Georgalas discuss costume designs for the Hotel's Restaurant and Lounge hostesses.

Below Left: A shipment of some 2,070 cases of fine vintage South African wines arrives at the Hotel for supply storage. Supervising the unloading of the valuable cargo are C. Valle (left) operations manager of the Stellenbosch Farmers Winery (the wine suppliers) and Anton Goedvolk, Purchasing Manager for the Carlton.

Below Right: A consignment of some 1,500 pheasants are "checked in" by Sous Chef Walter Kohlross prior to being weighed, dressed and put into the hotel's refrigeration chambers.





## FRONT FAMILY FEATURES

### COPIED and CONTRIBUTED

**CONTRIBUTED** — by Pat Carey, WIH Public Relations Assistant, this recipe of Special Ingredients For Living:

Enough happiness to keep you sweet  
 Enough trials to keep you strong—  
 Enough sorrows to keep you human  
 Enough hope to keep you happy—  
 Enough failure to keep you humble  
 Enough success to keep you eager—  
 Enough friends to give you comfort  
 Enough wealth to meet your needs—  
 Enough enthusiasm to look forward  
 Enough faith to banish depression—  
 Enough determination to make each day a better day than yesterday.

Adds Pat, "Nuff said!"

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**COPIED** — from the "Benson Bee" the in-hotel publication of the Hotel Benson, this argument for personal development particularly in regard to taking advantage of the American Hotel and Motel Association Educational Institute courses now being offered by several WIH hotels:

**WHAT HAVE YOU LEARNED TODAY, AND HOW MUCH MORE WILL YOU LEARN TOMORROW?**

"Innkeeping today benefits from basic principles handed down through many centuries . . . service . . . cleanliness . . . hospitality. It is in new application of better methods that spectacular progress is made, both by individual operations and by chains. Better methods result from better use of better brains.

Business survival now is as serious a challenge as life survival was to pre-historic man. Mental development can solve today's problems as it has solved problems throughout all history. The capacity of the mind is unlimited when we put it to work.

**CONTRIBUTED** — by Ron Miller, Barman at the Winnipeg Inn, this poem on the "uncomplaining guest" which he hastens to assure bears no resemblance to the guest of a WIH hotel!

#### THE GOOD GUEST

I'm the good guest who doesn't complain  
 When the doorman is grumpy and rude.  
 I'm the good guest who doesn't complain  
 'bout the bellman's surly mood.

I'm the good guest who doesn't complain  
 When my room isn't tidy and neat.  
 I'm the good guest who doesn't complain  
 When my bed is missing a sheet.

I'm the good guest who doesn't complain  
 'cause room service takes so long.  
 I'm the good guest who doesn't complain  
 'cause they've got my order all wrong.

I'm the good guest who doesn't complain  
 When the service is slow as lice.  
 I'm the good guest who doesn't complain  
 When the soup is cold as ice.

I'm the good guest who doesn't complain  
 When the wine is not to my taste.  
 I'm the good guest who doesn't complain  
 When the gravy's like wallpaper paste.

I'm the good guest who doesn't complain  
 When it's time to pay my account.  
 I'm the good guest who doesn't complain  
 When I'm charged a double amount.

I'm the good guest who doesn't complain  
 When I planned to leave town on a plane.  
 I'm the good guest who doesn't complain  
 When I find you've booked me by train.

I'm the good guest who doesn't complain  
 'cause your whole operation is slack.

**I'M THE GOOD GUEST WHO DOESN'T COMPLAIN  
 I ALSO WILL NEVER COME BACK!**

**I talked with a minister  
 Who has dedicated his life  
 To saving Girls.  
 I asked him to save me one  
 for Saturday night.**

(Antlers Plaza Inn-Cidents)

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**Overheard at the Bar:** "Alcohol and gasoline don't mix . . . they make a lousy cocktail."

## YOUNG PEOPLE'S PUZZLE CORNER

A hotel is made up of all kinds of people doing special things for our hotel guests. Each one of these people has a job name that tells what kind of work he does.

Fill in the missing words in the puzzle below. If you've filled in the right words, the first letter of each of the six words will spell out who this person is. When you have finished the puzzle, check your answer on this page.

1. She receives incoming \_\_\_\_\_ requests.
2. She records the \_\_\_\_\_ arrival time and date.
3. How long the guest plans to \_\_\_\_\_ at the hotel.
4. The \_\_\_\_\_ number of people to be accommodated.
5. And the type and price range of \_\_\_\_\_ requested.
6. Reservations may be received in a \_\_\_\_\_ of ways.
7. \_\_\_\_\_ them are by phone, mail and through the Hoteletron reservations system.
8. She also \_\_\_\_\_ reservations to other WIH hotels.
9. Use of the Hoteletron system allows \_\_\_\_\_ guest reservation confirmation.
10. Reservations \_\_\_\_\_ are located in each hotel and in regional sales offices.
11. About \_\_\_\_\_ per cent of a hotel's room business is made through these reservations offices.
12. Reservations are made for large groups as well as \_\_\_\_\_
13. Most of the large group reservations, such as conventions, originate from \_\_\_\_\_ offices.
14. A hotel manager relies on his reservations people to \_\_\_\_\_ him what his forecasted room occupancy will be.

## FRONT! FUNNIES

Man: "Doctor, I have four dimes in my ear and I'd like you to get them out. They got stuck in there last year."

Doctor: "Last year! Why didn't you come to see me then?"

Man: "Oh, I didn't need the money then."

### PUZZLE CORNER ANSWERS

1. Reservation 2. Expected 3. Stay  
 4. Exact 5. Rooms 6. Variety 7. Among  
 8. Transmits 9. Instant 10. Offices  
 11. Ninety 12. Individuals 13. Sales  
 14. Tell - This person is a RESER-  
 VATIONIST.

## WIH-Seattle Golf Classic More Fun Than Finesse

MAYBE you couldn't always tell by looking, but golf WAS the name of the game at the Mt. Si Golf Course on the afternoon of July 16.

It was the third WIH-Seattle Golf Classic and the accent was more on fun than finesse.

Thirty-six participants including assorted family members turned out for the event (30 Mr.'s and 6 Ms.'s) representing the employees of WIH head-quarter offices, Western Service and Supply, the Olympic and Washington Plaza Hotels and the Space Needle Restaurant.

Tee-off time began more or less promptly at 1 p.m. and the course of play for the afternoon was a meandering one in the general proximity of the 20 holes (18 greens holes plus two "watering" holes where liquid refreshments were dispensed to recharge energies and accuracies).

THE "official" refreshment hour, however, (for those who keep track of such things) began around 6 p.m. at the Mt. Si Clubhouse. This was followed by a group banquet during which the various award prizes were presented.

For his "closest to the pin" award, the WIH Credit Department's **Ken Thomas** received a dinner for two at the Space Needle Restaurant. And WIH Marketing Division Secretary **Jean Sleight** claimed a similar dinner prize at the Olympic for her Woman's Low Net win. (Such prizes as high-powered sports cars or multi-thousand dollar purses, standard with TV golf events, were ruled out by the Awards Committee as "too ordinary"). Additional prizes for winners in other categories were presented to **Doris Grogan** of WIH Accounting; **Bill Lange** of the Washington Plaza and the Olympic's **Harry Price**.

AN award of thanks went to Eastern Airlines for their donation of golf packets (tees and markers) for all players. And participants voiced their appreciation to Golf Committee members **Brian Beulac**, **Russ Laase**, **Terry Neils** and **Jim Gyselman** for all their hard work in putting together another WIH-Seattle Golf Classic classic.

DINNER WINNERS — Golf Classic champs Ken Thomas (left) and Jean Sleight.

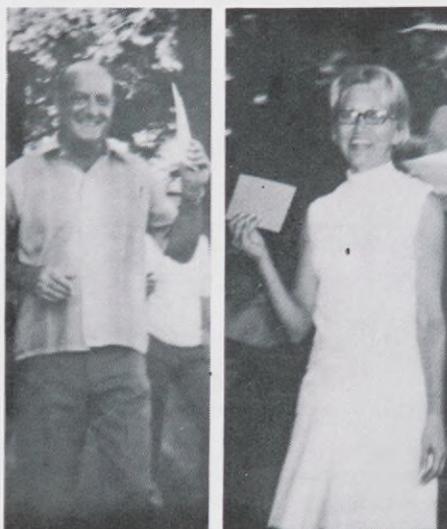
## United NEWS

Our PARTNERS IN TRAVEL

**IN-FLIGHT NEWSPAPER INAUGURATED.** In mid-July, United Air Lines made news media history with the publication of the first in-flight daily newspaper. The magazine format on newspaper stock publication called "TO: Chicago," is composed exclusively for United air travelers. It is distributed on Chicago-bound flights from New York, Newark, Los Angeles and the San Francisco Bay area. Each issue provides news of Chicago of visitor interest as well as national and international coverage from United Press International. Restaurant and entertainment guide features and the paper's advertising columns provide additional information of the many products, services and activities available in Chicago.

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**CONGRESSIONAL RECORDED.** Members of the U.S. Senate and the House of Representatives noted United's 25th anniversary of Hawaiian service with speeches that were published in the Congressional Record. Senator Daniel Inouye of Hawaii briefly traced the growth of United's service and pointed out that United would carry its 10,000,000 passenger to the Islands by the end of 1972. In a 30-minute speech on the floor of the House, Congressman Spark Matsunaga of Hawaii noted the "significant contribution which United Air Lines has made toward the economic growth of the Aloha State." He submitted for publication in the Congressional Record the speech President Edward E. Carlson delivered in Hilo at the start of the State proclaimed "United-Hawaii" month last May.



## MEET YOUR CORRESPONDENT BARBARA DANUKE

- Bayshore Inn

IN submitting her resume for this article, Correspondent, **Barbara Danuke** concludes that the details on her background were perhaps not very "interesting or exciting."



The facts, however, indicate that she has managed to pack a lot of variety and activity into her young life.

Her extensive travels, for instance, have taken her throughout Europe and the Orient as well as Canada and the United States, and she plans to spend her next holidays in Mexico.

Her job career has offered its share of variety also. She has worked for a book publisher, a children's summer camp and a major distillery before entering the hotel world. Her introduction to hotel life began with the Georgia where she worked part time in reservations during the peak summer periods for some five years. As of January of this year, Barbara became a full time WIH family member splitting her activities between the Bayshore Inn's Catering Department and Western Service and Supply offices located in the hotel.

**SHORTLY** after joining the Bayshore Inn staff she became a member of the "Inn Counter" employee committee group as a representative of the Executive Offices. Then, in July, she was elected to the post of President of the group.

She is currently Publicity Chairman of the National Secretaries Association, Vancouver Chapter and a member of its Educational Committee. For the past five years she has been doing volunteer work as a member of the Women's Auxiliary of Vancouver's St. Paul's Hospital.

**DURING** her leisure moments, Barbara plays tennis and skis a little and reads a great deal . . . that is, if there isn't a football game to distract her, a sport of which she admits to being an ardent and enthusiastic fan.



WEAR YOUR  
NAME BADGE



**WS&S** — "Now that's what I call a properly decorated birt'day cake!" Jack Elliott, Research Director, found a lot to like in his office party birthday cake . . . in particular, the split of champagne that had been inbedded into it.

## PHOTO ALBUM



**BENSON** — "That reminds me . . . I've got to renew my driver's license". Responding to "face the camera . . . smile . . . hold the pose" instructions is Front Office Manager Alan Harrison.



**ANTLERS PLAZA** — "I did tell her that the job involved a lot of paper work". Director of Housekeeping Billie King (left) goes over some daily reports with her new Assistant, Pamela Castle.



**CALGARY INN** — "Au jus', 'en brochette' . . . I'm just going to have to get a French typewriter". Joanne Dickson, a recent addition to the hotel staff as Secretary to the Director of Food and Beverage.



**BONAVENTURE** — ". . . and if you have any problems, my office door is always open". Dominique Michel, recently appointed Director of Housekeeping for the Bonaventure, meets with her Department staff.



**COSMOPOLITAN** — "Please hurry with the picture . . . he's crushing my hand!" Burly TV star of the Wild, Wild West series Ross Martin, a recent guest of the hotel, does the "Howdy Ma'am" bit with Dee Evans, Assistant Grill and Coffee Shop Manager.



**WINNIPEG INN** — "Listen! They're playing our song . . . 'Music to Chop Liver By'". "Music Lovers" from left are Cook Theo Edelbrook and Butcher John Smith.



**WS&S** — "Smile! After spending all morning looking for the report, then to find out he'd carried it home in his briefcase!" The Front! cameraman catches Division Executive Secretary Barbara Forsell by surprise.

## PEOPLE Make The Difference... In The Service Of Our Hotel Operations

**Juan Martinez — Continental Plaza Storeroom Assistant**

IF you want to learn something new and in the process develop an invaluable hotel service . . . start from scratch.

Better yet, start from scratch pads!

Anyway, this was the formula headed by **Juan Martinez** when he began learning "something new" at the Continental Plaza some six years ago. Among his first assignments upon his appointment as Store-room Assistant, was to learn how to use the Department's offset duplicating machine to print scratch pads. That basic beginning has developed to the point where Juan is now printing the bulk of the hotel's internal forms as well as a variety of printed pieces of a much more sophisticated nature for all hotel departments.

In the process, his production has not only taken on a highly professional quality, but it is estimated that he has saved the Continental Plaza up to \$100,000 in printing costs over these last six years. But what perhaps is even more remarkable is that this sizeable printing operation is only a "fill-in" activity for Juan. A greater part of his work day is

spent in the handling of his Storeroom responsibilities.

**JUAN** came to Chicago from his native Puerto Rico some eight years ago and began his hotel career as a Busboy for the Hotel's Chicago '93 Lounge. Shortly thereafter, he caught the eye of Continental Plaza Purchasing Agent, **John Holtz**, who had been on the look-out for a Department Assistant.

"I was impressed by his appearance and his alert and conscientious manner," John recalls, "and thought he might just be the right person to train for the job."

Soon Juan began taking on the Department responsibility of running off the daily event sheets on the office duplicating machine. Then he began experimenting . . . first producing scratch pads, then on to simple hotel forms.

Ever conscious of the need for quality while maintaining costs, Juan discovered that if an item cost so much to print on the outside, he could do the job equally as well for a fraction of the cost on his press. Each saving became a personal satisfaction to him. His fellow employees



soon recognized that a wide grin meant that Juan had found a new or better way to produce a job.

Even in the performance of his other job responsibilities, Juan's willingness is a trait well known to his fellow employees. If he is needed at the loading dock, for example, he's on the run. And if there's a call for an extra hand . . . it's Juan's. (In fact, it was due in great part to this cooperative spirit that helped Juan capture his Hotel's Thurston-Dupar Award in 1971).

**JUAN'S** activities in the Hotel does not require guest contact. However, his energetic spirit, willingness to be of assistance, the friendly warmth of his personality is infectious and tends to inspire those who do. And a hotel's "People Make the Difference" image is, after all, the total reflection of that hotel's staff in every area of its operation.

## PEOPLE Make The Difference... In The Service Of Our WIH Operations

**Larry Morris — WIH Director of Rooms Division**

IN July, **Larry Morris**, the former Assistant Director of Personnel for WIH, was appointed to the new post of Director of Rooms Division for WIH.

One of his biggest "challenges" so far, he smilingly admits, is to get his boss, Rooms Division head and Senior Vice President, **Joe Callihan**, to sit still long enough to give him all of the consultation time he would like!

"He's an extremely busy person," Morris explained, "and I hope it won't be long before I'm familiar enough with job details to relieve him of some of his work load."

In his new position, Morris will help plan, assist and follow up on the activities of division members in their primary role of achieving results. He will be directly involved in the areas of front office, reservations, telephone, housekeeping, laundry and engineering.

Morris comments, "The contributions made by the Rooms Committee and especially by such Division experts as **Jim Wilson**, **Hanne Dittler**, **Harry Price** and **Jess Thompson** towards the continuing improvements of our standards and operations have been tremendous! My first concern is to help carry out the Division objectives, and particularly, to make every effort to continue meeting those objectives that have been established for 1972."

**BEYOND** this, he has some planned objectives of his own. One of these is to involve himself in personal consultation with key Rooms Department staff members of the various U. S. and Canadian hotel properties in particular. The purpose is not only to better acquaint himself with each hotel's activities, but also to determine how the Room's Division can better serve the needs of each of



these properties.

Morris also feels that his personnel background will be of some service in relating to a hotel's rooms department personnel needs. This would involve consultation with department heads in the training and development of their people in preparation for the increasing number of advancement opportunities ahead.

**LARRY** Morris has been with WIH since 1948, starting as an elevator operator with the Olympic. During his years with the Company, he has been associated with a number of WIH properties principally with the Rooms Division and Food and Beverage area.